

## ORDER



**Orders**  
**Order / Rev:** 201725  
**Alt Order #:** 06845036  
**Product Desc:** 9/18-9/24 PRIORITIES USA  
**Estimate:** 1561  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/27/12 / 08/27/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, Southeast  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7584/SP7302

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/27/12   | 09/24/12 | 16      | \$4,000.00   | \$3,400.00 |

**Totals**

| Month          | # Spots   | Gross Amount      | Net Amount        | Rating      |
|----------------|-----------|-------------------|-------------------|-------------|
| September 2012 | 16        | \$4,000.00        | \$3,400.00        | 0.00        |
| <b>Totals</b>  | <b>16</b> | <b>\$4,000.00</b> | <b>\$3,400.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total       |
|--------|-------|-------------|
| WVBT   | 8%    | \$4,000.00  |
| Market | 100%  | \$50,000.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| NFLWS | 0%    | \$0.00      |
| UNKWN | 0%    | \$0.00      |
| WAVY  | 33%   | \$16,500.00 |
| WGNT  | 6%    | \$3,000.00  |
| WHRO  | 0%    | \$0.00      |
| WPEN  | 0%    | \$0.00      |
| WPXV  | 0%    | \$0.00      |
| WTKR  | 23%   | \$11,500.00 |
| WTVZ  | 4%    | \$2,000.00  |
| WVEC  | 26%   | \$13,000.00 |

| Ln          | Ch   | Start             | End             | Inventory Code            | Break             | Start/End Time | Days        | Len           | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-------------|------|-------------------|-----------------|---------------------------|-------------------|----------------|-------------|---------------|-------|----------|-----|------|------|-------|----------|
| 1           | WVBT | 09/18/12          | 09/18/12        | M-F 10-11a<br>Millionaire | CM                | 10-11a         | -T-----     | :30           | 1     | \$100.00 | P1  | 0.00 | NM   | 1     | \$100.00 |
| MILLIONAIRE |      |                   |                 |                           |                   |                |             |               |       |          |     |      |      |       |          |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |       |          |     |      |      |       |          |
| Week:       |      | 09/17/12          | 09/23/12        | -T-----                   | 1                 |                | \$100.00    | 0.00          |       |          |     |      |      |       |          |
| 2           | WVBT | 09/19/12          | 09/19/12        | M-F 10-11a<br>Millionaire | CM                | 10-11a         | --W----     | :30           | 1     | \$100.00 | P1  | 0.00 | NM   | 1     | \$100.00 |



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 Product Desc: 9/18-9/24 PRIORITIES USA  
 Estimate: 1561

WVBT

| Ln                 | Ch   | Start             | End             | Inventory Code                                       | Break             | Start/End Time     | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount     |
|--------------------|------|-------------------|-----------------|--|-------------------|--------------------|-------------|-----|---------------|------------|-----|------|--------|-------|------------|
| 14                 | WVBT | 09/19/12          | 09/19/12        | M-F 6-7p<br>Maury Povich                             | CM                | 6-7p               | --W----     | :30 | 1             | \$250.00   | P1  | 0.00 | NM     | 1     | \$250.00   |
| MAURY POVICH       |      |                   |                 |  |                   |                    |             |     |               |            |     |      |        |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u> |                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |            |
| Week:              |      | 09/17/12          | 09/23/12        | --W----  | 1                 |                    | \$250.00    |     | 0.00          |            |     |      |        |       |            |
| 15                 | WVBT | 09/24/12          | 09/24/12        | M-F 6-7p<br>Maury Povich                             | CM                | 6-7p               | M-----      | :30 | 1             | \$250.00   | P1  | 0.00 | NM     | 1     | \$250.00   |
| MAURY POVICH       |      |                   |                 |  |                   |                    |             |     |               |            |     |      |        |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u> |                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |            |
| Week:              |      | 09/24/12          | 09/30/12        | M-----   | 1                 |                    | \$250.00    |     | 0.00          |            |     |      |        |       |            |
| 16                 | WVBT | 09/22/12          | 09/22/12        | Late News (After Sports)<br>Late News (after Sports) | CM                | Late News (after S | -----S-     | :30 | 1             | \$1,000.00 | P1  | 0.00 | NM     | 1     | \$1,000.00 |
| SATURDAY LATE NEWS |      |                   |                 |  |                   |                    |             |     |               |            |     |      |        |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u> |                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |            |
| Week:              |      | 09/17/12          | 09/23/12        | -----S-  | 1                 |                    | \$1,000.00  |     | 0.00          |            |     |      |        |       |            |
|                    |      |                   |                 |  |                   |                    |             |     |               |            |     |      | Totals | 16    | \$4,000.00 |